

# Esprit Holding AG in Apparel and Footwear (Germany)

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## Abstracts

Esprit is one of the leading casual fashion providers in Germany, having a strong focus on authenticity, laissez-faire styles and good value for money. With its latest campaign, which will remain at the centre of its marketing and promotional activities in the near future, the company concentrates strongly on individuality and personality. It thereby attempts to reach an even wider audience by redirecting the focus away from idealised standards, media-imposed norms and unrealistic body images to...

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